

Marketing Education

Equipment Resource Guide

Commonwealth of Virginia
Department of Education
Richmond, VA 23218

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EQUIPMENT AND WORK STATION

DEFINITIONS AND CLARIFICATIONS

DEFINITIONS

A. "Equipment" means any instrument, machine, apparatus, or set of articles that meets all of the following criteria:

1. It retains its original shape, appearance, and character with use;
2. It does not lose its identity through fabrication or incorporation into a different or more complex unit or substance;
3. It is non-expendable;
4. Under normal use, it can be expected to serve its principal purpose for at least one year; and
5. Excludes supplies and materials as defined by the Virginia Department of Planning and Budget's Expenditure Structure, Part II.A 1300, Supplies and Materials, May, 2000.

B. "Work station" means an area in a classroom/laboratory that includes the necessary environment, instructional and consumable materials and equipment to enable each student to accomplish competencies within a career and technical education course.

CLARIFICATIONS

C. Students who use computers as the primary device for classroom or laboratory instruction should have access to such equipment on a one-to-one ratio.

D. Software and/or courseware should be networked or installed on each individual computer.

E. Use of tool kits/sets for classroom/laboratory use should be provided on a one-to-one ratio.

F. Equipment, including tool kits/sets used for individual or group instruction should be provided in sufficient numbers to ensure that each student has the opportunity to obtain the essential competencies within an allowed instructional time frame.

G. "Modular Laboratory" means an environment that is organized such that students rotate among content modules in which all of the instructional materials and equipment are provided, requiring minimal assistance or instruction from the teacher. Modular equipment is usually designed for a maximum of two students per workstation.

Marketing Education Equipment List Abbreviations

ALL	All Programs
GM	General Marketing
AA	Apparel and Accessories
INET	Internet Marketing
HTR	Hospitality, Travel, and Recreation
ENT	Entrepreneurship
MM	Marketing Management
SER	Sports, Entertainment, and Recreation
COM	Classroom on the Mall
GC	Global Marketing and Commerce

A separate equipment list is included for the school store.

**MARKETING
EQUIPMENT LIST
CLASSROOM/LAB FURNITURE AND FIXTURES**

NO. ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	GC	INET
1 BOOKCASE (large)	2	2	2	2	2	2	2	2	2	2
2 BOOKCASE (small)	2	2	2	2	2	2	2	2	2	2
3 BULLETIN BOARD	2	2	2	2	2	2	2	2	2	2
4 CABINET, MEDIA STORAGE (wheels and lock optional)	1	1	1	1	1	1	1	1	1	1
5 CABINET, MATERIALS STORAGE (wheels and lock optional)	2	2	2	2	2	2	2	2	2	2
6 CART, EQUIPMENT/ MEDIA (wheels and lock optional)	2	2	2	2	2	2	2	2	2	2
7 CHAIR, COMPUTER*	20-24	20-24	20-24	20-24	20- 24	20- 24	20-24	24	24	24
8 CHAIR, STUDENT*	20-24	20-24	20-24	20-24	20- 24	20- 24	20-24	24	24	24
9 DISPLAY CASE	1	1	1	1	1	1	1	1	1	1
10 DISPLAY FORMS**	1	1	1	1	1	1	1	1	1	0
11 DISPLAY WINDOW	1	1	1	1	1	1	1	1	1	1
12 DRY ERASE BOARD WITH EASEL (or wall mounted)	1	1	1	1	1	1	1	1	1	1
13 FILING CABINET (lateral/upright; tall/short; lock optional)	4	4	4	4	4	4	4	4	4	4
14 LECTERN	1	1	1	1	1	1	1	1	1	1
15 MIRROR (optional)	1	1	1	1	1	1	1	1	1	0
16 PODIUM	1	1	1	1	1	1	1	1	1	1
17 RACK, PERIODICALS	1	1	1	1	1	1	1	1	1	1
18 SHELVING, MODULAR (various sizes/configurations)	1	1	1	1	1	1	1	1	1	1
19 TABLE, COMPUTER*	10-12	10 -12	10 -12	10-12	10-12	10-12	10-12	12	12	12
20 TABLE, CONFERENCE	1	1	1	1	1	1	1	1	1	1
21 TABLE (two students per table)*	10-12	10-12	10-12	10-12	10-12	10-12	10-12	12	12	12

***Marketing cooperative education** courses have an average of 20 students with a maximum enrollment of 24 students (see *CTE Coop Guidelines for Administrators*) and include the following courses: Marketing; Advanced Marketing; Fashion Marketing; Advanced Fashion Marketing; Entrepreneurship, Marketing Management, Hotel/Motel Marketing; Advanced Hotel/Motel Marketing; Sports, Entertainment, and Recreation Marketing; Advanced Sports, Entertainment, and Recreation Marketing; Travel/Tourism Marketing; Advanced Travel/Tourism Marketing; and Financial Services Marketing. Therefore, the maximum number of students' chairs is 24 for these courses, and the maximum number of students' tables (two students per table) is 12. If individual student tables are used, the maximum number is 24 for cooperative education courses. Consideration may be given to modular tables/desks that can be configured to facilitate student learning teams.

**The trend is toward T-forms and semi-realistic, more abstract mannequins that have molded hair (without wigs). European displays that do not use mannequins are also used.

**MARKETING
EQUIPMENT LIST
CLASSROOM/LAB INSTRUCTIONAL MEDIA**

NO. ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	GC	INET
1 CAMERA, 35MM	1	1	1	1	1	1	1	1	1	1
2 CAMERA, DIGITAL with Case	1	1	1	1	1	1	1	1	1	1
3 CASES/TRAYS/ORGANIZERS, MULTIMEDIA	2	2	2	2	2	2	2	2	2	2
4 CD/TAPE CASSETTE PLAYER/RECORDER/WRITER (combination or separate CD/TAPE components)	1	1	1	1	1	1	1	1	1	1
5 COPIER	1	1	1	1	1	1	1	1	1	1
6 DRY ERASE BOARD W/EASEL (or wall mounted)	1	1	1	1	1	1	1	1	1	1
7 DVD PLAYER or DVD/VCR COMBINATION	1	1	1	1	1	1	1	1	1	1
8 FAX MACHINE	1	1	1	1	1	1	1	1	1	1
9 FLIP CHART WITH EASEL	1	1	1	1	1	1	1	1	1	1
10 HEADPHONES	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
11 HOLE PUNCH (2-/3-hole, electric and manual)	2	2	2	2	2	2	2	2	2	2
12 INTERNET CONNECTION FOR CLASSROOM	1	1	1	1	1	1	1	1	1	1
13 LAMINATION EQUIPMENT	1	1	1	1	1	1	1	1	1	1
14 MICROCOMPUTER SYSTEM, LAPTOP OR NOTEBOOK UNIT (COMPLETE W/ALL STD. PERIPHERALS)*	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
15 MICROCOMPUTER SYSTEM, LOCAL-AREA NETWORKED STATION (COMPLETE W/ALL STD. PERIPHERALS)*	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
16 MICROCOMPUTER SYSTEM, SERVER FOR NETWORKED STATION (COMPLETE W/ALL STD. PERIPHERALS)*										
17 MICROCOMPUTER SYSTEM, STAND-ALONE (COMPLETE W/ALL STD. PERIPHERALS)*	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
18 MICROCOMPUTER SYSTEM, TABLET PERSONAL COMPUTER*	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
19 MICROCOMPUTER SYSTEM WITH REMOVABLE HARD DRIVES*	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
20 MICROCOMPUTER SYSTEM WITH DVD DRIVES*	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
21 MICROCOMPUTER SYSTEM WITH EXTERNAL HARD DRIVES*	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
22MICROCOMPUTER SYSTEM WITH USB FLASH DRIVES*	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
23 MICROCOMPUTER STSTEM WITH ZIP DRIVES*	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24

* Adhere to local school policy regarding purchase of computer systems (items 15-24)

**MARKETING
EQUIPMENT LIST
CLASSROOM/LAB INSTRUCTIONAL MEDIA**

NO. ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	GC	INET
24 MOUNTING DEVICES FOR DEMO COMPUTER MONITORS, PROJECTION, ETC	1	1	1	1	1	1	1	1	1	1
25 NOTEBOOK/LAPTOP COMPUTER FOR TEACHER	1	1	1	1	1	1	1	1	1	1
26 PAPER CUTTER	1	1	1	1	1	1	1	1	1	1
27 POINTER, LASER	*	*	*	*	*	*	*	*	*	*
28 PROJECTOR, MULTIMEDIA/DATA/VIDEO (LCD) ** (minimum 600 lumens with key stoning compensator)	1	1	1	1	1	1	1	1	1	1
29 PRINTER, COLOR	1	1	1	1	1	1	1	1	1	1
30 PRINTER, LASER (networked)	***	***	***	***	***	***	***	***	***	***
31 PROJECTOR, OVERHEAD with stand	1	1	1	1	1	1	1	1	1	1
32 SCANNER, W/OCR CAPABILITIES	1	1	1	1	1	1	1	1	1	1
33 SCREEN, PROJECTION (70" X 70")	1	1	1	1	1	1	1	1	1	1
34 INTERACTIVE WHITE BOARD/SMART BOARD	1	1	1	1	1	1	1	1	1	1
35 TELEVISION OR COMBINATION TV/VCR/DVD	1	1	1	1	1	1	1	1	1	1
36 TELEVISION/MONITOR COMBINATION WITH REMOTE	1	1	1	1	1	1	1	1	1	1
37 VIDEO RECORDER/PLAYER (OR COMBINATION VIDEO RECORDER/PLAYER AND TELEVISION)	1	1	1	1	1	1	1	1	1	1
38 TVATOR (inexpensive alternative to projector)	1	1	1	1	1	1	1	1	1	1
39 DEMONSTRATION WORK CENTER/SMART TEACHER WORK STATIONS OR INDIVIDUAL DEVICES	1	1	1	1	1	1	1	1	1	1
40 COMPUTER MONITORS FOR DEMONSTRATION, PROJECTION, AND MULTIMEDIA	1	1	1	1	1	1	1	1	1	1

* Adhere to local school policy regarding purchase of laser pointers

*** Allow adequate number of printers for number of computers

**MARKETING
EQUIPMENT LIST
CLASSROOM/LAB INSTRUCTIONAL MEDIA**

[illegible]

**MARKETING
EQUIPMENT LIST
CLASSROOM/LAB (MISCELLANEOUS)**

NO. ITEM	ALL	GM	AA	HTR	ENT	MM	ER	COM	GC	INET
1 CALCULATORS (if computers are not available)	20-24	20-24	20-24	20-24	20-24	20-24	20-24	24	24	24
2 SOFTWARE (integrated software, word processing software, spreadsheet software, database software, electronic presentation software, graphics design software, desktop publishing software, business simulation software--i.e., Office XP or higher)	*	*	*	*	*	*	*	*	*	*
3 STAPLER (electric/manual)	2	2	2	2	2	2	2	2	2	2
4 WALL DISPLAY UNIT WITH ACCESSORIES (pegboard, grid, etc.)	2	2	2	2	2	2	2	2	2	2
5 CALCULATOR WITH TAPE	1	1	1	1	1	1	1	1	1	1
6 VIDEOS	**	**	**	**	**	**	**	**	**	**
7 GLOBE	***	***	***	1	***	***	***	***	1	***
8 WALL MAPS	***	***	***	1	***	***	***	***	1	***
9 BROCHURE HOLDERS	***	***	***	5	***	***	***	***	***	***

* Adhere to local school policy regarding purchase of software packages or software site licenses

** Adhere to local school policy regarding the purchase of course-related videos

*** Optional for other course areas

**MARKETING
EQUIPMENT LIST
OFFICE (MISCELLANEOUS)**

NO. ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	GC	INET
1 CASES/TRAYS/ORGANIZERS FOR MEDIA STORAGE (Provide adequate media storage devices for each teacher.)	1	1	1	1	1	1	1	1	1	1
2 COMPUTER	1	1	1	1	1	1	1	1	1	1
3 COPIER W/MAINTENANCE AGREEMENT	1	1	1	1	1	1	1	1	1	1
4 COPY HOLDER (one per teacher)	1	1	1	1	1	1	1	1	1	1
5 FILTER, ANTI-GLARE (for computer screen; one per teacher)	1	1	1	1	1	1	1	1	1	1
6 HOLE PUNCH (2-/3-hole; manual/electric; one each per teacher)	1	1	1	1	1	1	1	1	1	1
7 MODEM**	**	**	**	**	**	**	**	**	**	**
8 PAPER CUTTER	1	1	1	1	1	1	1	1	1	1
9 PAPER SHREDDER	1	1	1	1	1	1	1	1	1	1
10 PENCIL SHARPENER (electric)	1	1	1	1	1	1	1	1	1	1
11 PRINTER, LASER (networked)	1	1	1	1	1	1	1	1	1	1
12 TELEPHONE INDEX	1	1	1	1	1	1	1	1	1	1
13 SOFTWARE*** (integrated software, word processing software, spreadsheet software, database software, electronic presentation software, graphics design software, business simulation software--i.e., Office XP or higher)	***	***	***	***	***	***	***	***	***	***
14 STAPLER (electric/manual)	1	1	1	1	1	1	1	1	1	1
15 SURGE PROTECTOR****	1	1	1	1	1	1	1	1	1	1
16 TAPE DISPENSER	1	1	1	1	1	1	1	1	1	1
17 TELEPHONE WITH ANSWERING MACHINE or VOICE MAIL (dedicated line for voice communication)	1	1	1	1	1	1	1	1	1	1
18 TELEPHONE (dedicated line for FAX/MODEM)	1	1	1	1	1	1	1	1	1	1

** Allow one modem for each computer if computer does not have built-in modem or is not networked.

*** Adhere to local school policy regarding purchase of software packages or software site license.

****Allow one surge protector for each dedicated telephone line, printer, and non-networked computer.

**MARKETING
EQUIPMENT LIST
OFFICE FURNITURE AND FIXTURES**

NO. ITEM	ALL	GM	AA	HTR	ENT	MM	SER	COM	GC	INET
1 BOOKCASE (small/large)	2	2	2	2	2	2	2	2	2	2
2 BULLETIN BOARD (one per teacher)	1	1	1	1	1	1	1	1	1	1
3 CABINET, MATERIALS STORAGE (lock and wheels optional)	1	1	1	1	1	1	1	1	1	1
4 CHAIR, COMPUTER	1	1	1	1	1	1	1	1	1	1
5 CHAIR, DESK *	1	1	1	1	1	1	1	1	1	1
6 CHAIR, GUEST *	1	1	1	1	1	1	1	1	1	1
7 COMPUTER WORK STATION	1	1	1	1	1	1	1	1	1	1
8 DESK, OFFICE (with lock) *	1	1	1	1	1	1	1	1	1	1
9 FILING CABINET (lateral/upright, tall/short; lock optional)	2	2	2	2	2	2	2	2	2	2
10 TABLE, COMPUTER	1	1	1	1	1	1	1	1	1	1

* Allow one per teacher

**MARKETING
EQUIPMENT LIST
SCHOOL STORE**

NO. ITEM

1 DISPLAY CASE	2
2 CABINET, STORAGE FOR DISPLAY AND STOCK WITH LOCK	2 (one optional)
3 MIRROR	1
4 SHELVING UNITS, MODULAR	2 (one optional)
5 WALL DISPLAY UNIT WITH ACCESSORIES (pegboard, grid, etc.)	2
6 SURGE PROTECTOR	1
7 STAPLER (electric/manual)	1
8 TAPE DISPENSER	1
9 WRAP COUNTER	1
10 REGISTER STAND	1
11 APPARLE DISPLAYS (Optional)	2
12 LITERATURE/MAGAZINE RACKS (Optional)	2
13 POINT-OF PURCHASE DISPLAY RACK (Optional)	1
14 DUMP BIN (Optional)	1
15 SECURITY SYSTEM (CAMERAS, MONITOR WITH OR WITHOUT VCR HOOK-UP, WITH APPROPRIATE CABLES	1
16 VISUAL MERCHANDISING PROPS (i.e. risers)	5
17 PRICE MARKING GUN	1
18 PRICE TAG ATTACHER	1
19 SIGN HOLDERS, FLOOR	2
20 SIGN HOLDERS, TABLETOP	2
21 TIME RECORDER AND TIME CARE RACK (Optional)	1
22 HEAVY DUTY TACKER (Staple gun)	1
23 LONG-ARM GRABBER (Optional)	1
24 WALL SYSTEM FOR MERCHANDISING (i.e. slat-wall, grid-wall)	1 per wall
25 ACCESSORIES FOR WALL SYSTEM (including brackets to hang accessories)	20 per wall
26 MOVING MESSAGE SIGN (Optional)	1
27 LAMINATION EQUIPMENT (Optional)	1
28 POINT –OF-SALE REGISTER SYSTEM (including bar-code scanner)	1
29 SECURITY MIRROR (Optional)	1